

### **Amendments to the Claims**

Please amend claims 1-2, 4, 12-15, 22, 26-28, 31-33 as shown below.

Please cancel claim 3, 5, 20-21, 29-30, and 34-36.

### **Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A computer system for enhancing a content object, comprising:  
a ~~system for downloading loader to download a network web~~ resource from a host server to a client, wherein an enhancement mechanism is downloaded with the network resource;  
~~a system for downloading an enhancement mechanism with the network resource,~~ wherein the enhancement mechanism includes:  
a loading module for requesting and loading ~~[[the]]~~a content object from a content server to the client, wherein the content object is selected from the group consisting of an image and a banner ad; and  
an enhancement module for altering an output format of the content object in real time, wherein the enhancement module rearranges image data of the content object~~[[,]]~~ and ~~wherein the enhancement module~~ operates on content objects having any of a plurality of formats; and wherein the content object is loaded into the enhancement mechanism in one of a plurality of formats that do not require customization.
2. (Currently Amended) The system of claim 1, wherein the ~~network web~~ resource is a web page.
3. (Cancelled)

4. (Currently Amended) The system of claim [[3]]1, wherein the banner ad comprises [[an ]]a banner ad in an industry standard format.

5. (Cancelled)

6. (Original) The system of claim 2, wherein the enhancement mechanism comprises a plug-in embedded in the web page.

7. (Original) The system of claim 6, wherein the plug-in comprises an applet.

8. (Original) The system of claim 1, wherein the content server is an ad server.

9. (Original) The system of claim 8, wherein the ad server is a third party server.

10. (Original) The system of claim 8, wherein the host server acts as the ad server.

11. (Original) The system of claim 1, wherein the enhancement module converts the content object into a game.

12. (Currently Amended) The system of claim [[3]]1, wherein the enhancement module converts the banner ad into a game.

13. (Currently Amended) The system of claim 12, wherein the game overlays the banner ad.

14. (Currently Amended) The system of claim 12, wherein the game partitions the banner ad into a plurality of smaller images that can be relocated by an end user.

15. (Currently Amended) The system of claim 12, wherein the game resides in an area outside of the banner ad.

16. (Original) The system of claim 1, wherein the enhancement module instructs the host server to retrieve the content object.

17. (Original) The system of claim 1, further comprising:  
a proxy system that obtains the content object from the content server on behalf of the client.

18. (Previously Presented) The system of claim 2, wherein an enhanced content object is created by replacing an embedded ad with an embedded enhancement module.

19. (Original) The system of claim 1, wherein the enhancement module alters the output format of the content object by providing an informing enhancement that requests a user action.

20. – 21. (Cancelled)

22. (Currently Amended) An enhancement mechanism for enhancing content, comprising:

a ~~system for loading~~ loader to load a content object for viewing by a user in one of a plurality of formats that do not require customization, wherein the content object comprises data stored in a predefined format selected from the group consisting of a banner ad and an image;

an enhancement module selected from a plurality of enhancement modules, wherein each enhancement module causes a different visual alteration of the loaded content object in real time; and

an application programming interface for converting the data from the predefined format to a format compatible with the selected enhancement module.

23. (Original) The enhancement mechanism of claim 22, wherein at least one of the enhancement modules converts the content object into a game.

24. (Original) The enhancement mechanism of claim 22, wherein at least one of the enhancement modules comprises an information enhancement.

25. (Original) The enhancement mechanism of claim 22, wherein the content object comprises an ad.

26. (Currently Amended) The enhancement mechanism of claim 22, wherein the ~~system loader~~ for loading the content object, the application programming interface, and the selected enhancement module are contained within a web page.

27. (Currently Amended) The enhancement mechanism of claim 22, wherein the ~~system loader~~ for loading content object and at least one enhancement module are implemented as Java applets.

28. (Currently Amended) A ~~program product stored on a recordable media~~ machine readable medium including program code that causes a machine to perform the operations of, when executed, comprises:

~~means for~~ selecting an enhancement module from a plurality of enhancement modules;

~~means for~~ installing an enhancement mechanism into a requested web page that is to be downloaded to a client, wherein the enhancement mechanism includes the selected enhancement module;

through a proxy system, ~~means for~~ retrieving a content object on behalf of the client and causing the content object to be passed to the client for viewing, wherein the content object is selected from the group consisting of an ad and an image; and

wherein each of the plurality of enhancement modules causes a different visual alteration of the passed content object to, in real time, convert the content object into a scrambled version of the content object to create an interactive game for a viewing user.

29. - 30. (Cancelled)

31. (Currently Amended) The ~~program product~~ machine readable medium of claim 28, wherein at least one of the plurality of enhancement modules appends an information enhancement to the content object.

32. (Currently Amended) The ~~program product~~ machine readable medium of claim 28, wherein the proxy ~~means~~ system causes an address of the content object to be modified to point to an address of a host server.

33. (Currently Amended) A method of enhancing content, comprising the steps of:

requesting a web resource comprising a web page;

retrieving and processing the web resource, wherein the resource includes an enhancement mechanism; and

processing the enhancement mechanism, including the steps of:

retrieving a content object selected from the group consisting of a banner ad and an image;

transferring data from the content object to an enhancement module that displays the content object to a user of the web resource; and executing the enhancement module in real time such that image data from the content object is rearranged to convert the content object into a game;

wherein the content object is loaded into the enhancement mechanism in one of a plurality of formats that do not require customization.

34. – 36. (Cancelled)

38. (Original) The method of claim 33, wherein the enhancement module comprises an informing enhancement that appends a message to the content object that requests an action from an end user.

39. (Original) The method of claim 38, wherein the message is overlaid on top of the content object.

40. (Original) The method of claim 38, wherein the message is appended outside of the content object.

41. (Original) The method of claim 38, wherein the message is displayed intermittently with the content object.